

IN THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently amended) A method of ~~conducting an auction having at least two bidders,~~ comprising:
receiving a first bid ~~[[data]]~~ from a first bidder;
receiving a second bid from a second bidder;
determining, using a processor, based at least in part on receiving the second bid, that the
~~whether a second bidder meets a first condition for receiving a first level of bid data, wherein the~~
first level of bid data comprises information associated with the first bid; the bid data, wherein
~~the first condition comprises a condition that the second bidder has placed at least one bid; and~~
receiving a third bid from the second bidder;
determining, based at least in part on receiving the third bid, that the second bidder meets
a condition for receiving a second level of bid data, wherein the second level of bid data
comprises additional information that is not included in the first level of bid data; and
displaying the second level of ~~providing the bid data to the second bidder.~~
2. (Cancelled)
3. (Cancelled)
4. (Currently amended) The method of claim 1, ~~further comprising determining whether~~
~~the second bidder meets a second condition,~~ wherein the ~~second condition~~ for receiving
the second level of information is that the second bidder is a lead bidder.
5. (Currently amended) The method of claim 1, ~~further comprising determining whether~~
~~the second bidder meets a second condition,~~ wherein the ~~second condition~~ for receiving
the second level of information is that the second bidder is ranked above a predetermined number of other bidders.
6. (Currently amended) The method of claim 1, ~~further comprising determining whether~~
~~the second bidder meets a second condition,~~ wherein the ~~second condition~~ for receiving

the second level of information is that the second bidder is ranked above a predetermined percentage of other bidders.

7. (Currently amended) The method of claim 1, ~~further comprising determining whether the second bidder meets a second condition~~, wherein the ~~second~~ condition for receiving the second level of information is that the second bidder has entered a bid within a predetermined time period.
8. (Currently amended) The method of claim 1, wherein said determining ~~that whether~~ the second bidder meets the condition further includes:
 - establishing a best bid placed by the first bidder;
 - calculating a difference between a best bid placed by the second bidder and the best bid placed by the first bidder; and
 - determining whether said calculated difference is less than a predetermined amount.
9. (Currently amended) The method of claim 1, wherein said determining that ~~whether~~ the second bidder meets the condition further includes:
 - establishing a best bid placed by all bidders;
 - calculating a difference between a best bid placed by the second bidder and the best bid placed by all other bidders; and
 - determining whether said calculated difference is less than a predetermined percentage.
10. (Currently amended) The method of claim 1, wherein said determining ~~that whether~~ the second bidder meets the condition includes determining whether the second bidder has placed at least one bid that is better than a predetermined amount.
- 11-59. (Cancelled)
60. (Currently amended) A system ~~for conducting an auction having at least two bidders~~, comprising:
 - a processor configured to:
 - receive a first bid ~~[[data]]~~ from a first bidder;
 - receive a second bid from a second bidder;
 - determine, ~~based at least in part on receiving the second bid, that the whether~~ a second bidder meets a ~~first~~ condition for receiving a first level of bid data, wherein the first level of bid data comprises information associated with the first bid; ~~the bid data~~;

~~wherein the first condition comprises a condition that the second bidder has placed at least one bid; and~~

receive a third bid from the second bidder;

determine, based at least in part on receiving the third bid, that the second bidder meets a condition for receiving a second level of bid data, wherein the second level of bid data comprises additional information that is not included in the first level of bid data;
and

display the second level of ~~provide the~~ bid data to the second bidder; and
a memory coupled to the processor and configured to provide the processor with instructions.

61. (Currently amended) The system of claim 60, ~~further comprising determining whether the second bidder meets a second condition,~~ wherein the ~~second~~ condition for receiving the second level of information is that the second bidder is a lead bidder.
62. (Currently amended) The system of claim 60, ~~further comprising determining whether the second bidder meets a second condition,~~ wherein the ~~second~~ condition for receiving the second level of information is that the second bidder is ranked above a predetermined number of other bidders.
63. (Currently amended) The system of claim 60, ~~further comprising determining whether the second bidder meets a second condition,~~ wherein the ~~second~~ condition for receiving the second level of information is that the second bidder is ranked above a predetermined percentage of other bidders.
64. (Currently amended) The system of claim 60, ~~further comprising determining whether the second bidder meets a second condition,~~ wherein the ~~second~~ condition for receiving the second level of information is that the second bidder has entered a bid within a predetermined time period.
65. (Currently amended) The system of claim 60, wherein said determining ~~whether~~ that the second bidder meets the condition further includes:
establishing a best bid placed by the first bidder;
calculating a difference between a best bid placed by the second bidder and the best bid placed by the first bidder; and

determining whether said calculated difference is less than a predetermined amount.

66. (Currently amended) The system of claim 60, wherein said determining that whether the second bidder meets the condition further includes:

establishing a best bid placed by all bidders;

calculating a difference between a best bid placed by the second bidder and the best bid placed by all other bidders; and

determining whether said calculated difference is less than a predetermined percentage.

67. (Currently amended) The system of claim 60, wherein said determining that whether the second bidder meets the condition includes determining whether the second bidder has placed at least one bid that is better than a predetermined amount.

68-80. (Cancelled)

81. (New) The method of claim 1, wherein the first level of bid data comprises information of at least a first type and wherein the second level of bid data comprises information of the first type and also includes information of at least a second type, wherein the second type is not included in the first level of bid data.

82. (New) The method of claim 81, wherein the information included in the first level of bid data includes at least one of a value of the first bid, an identity of the first bidder, and a rank of the first bidder.

83. (New) The method of claim 81, wherein the information included in the second level of bid data that is not included in the first level of bid data includes at least one of a shipping cost of the first bidder and a quality of the first bidder's goods.

84. (New) The system of claim 60, wherein the first level of bid data comprises information of at least a first type and wherein the second level of bid data comprises information of the first type and also includes information of at least a second type, wherein the second type is not included in the first level of bid data.

85. (New) The system of claim 84, wherein the information included in the first level of bid data includes at least one of a value of the first bid, an identity of the first bidder, and a rank of the first bidder.

86. (New) The system of claim 84, wherein the information included in the second level of bid data that is not included in the first level of bid data includes at least one of a shipping cost of the first bidder and a quality of the first bidder's goods.